

A NEW VISION IN TYPE

Typographic MasterWorks™ for Your Macintosh.

When you first got your Macintosh, you were, perhaps, awed by its possibilities. It was so small. So personal. But so powerful. You were, no doubt, tremendously excited about the creative possibilities the Mac brought to your desktop.

Then, after you and your Mac got better acquainted, you grew less awed and more...comfortable. You learned different applications and became more skilled in using them. You discovered how easy it was to do word processing and graphics on your Mac. Later, you moved on to sophisticated page layout applications, to combine type and graphics into fully composed pages.

You became a Macintosh desktop publisher.

Your growing interest in desktop publishing quite naturally led to a keener interest in type. After all, type is what gives form to language, playing a critical role in enhancing your message. You probably outgrew the rather limited selection of typefaces that came with your Mac and longed for more diverse options. So, you either purchased a laser printer, or began using someone else's.

At the time, you considered this to be a LOT of type. But as you learned more about graphic design and typography, you soon discovered that *you can never have too many typefaces*. Why? Because graphic design is a creative endeavor that constantly stretches your imagination and your need for typographic options.

So you began buying more typefaces—or at least thinking about buying more. At the prices typically charged for small packages of from 1 to 4 faces, you were resigned to a gradual expansion of your own collection of type. There was simply no good way to rapidly expand your type library without wreaking havoc on your budget.

READ ON ➤ ➤ ➤



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DIGITAL TYPEFACE CORPORATION HAS A BETTER SOLUTION

With Digital Typeface Corporation's MasterWorks™ Type Library, another Macintosh typesetting solution has finally arrived. For just \$995, you can get 100 PostScript® Type 1 typefaces AT ONE FELL SWOOP.

Now you can get an entire type library of some of the most elegant, practical, and popular typefaces in use today, in one complete package—and for a *completely* affordable price. These are premium typefaces selected with you, the desktop publisher, in mind.



100 TYPEFACES FOR EVERY OCCASION

The faces in the DTC MasterWorks Type Library fully complement the typefaces you already have. They include 57 different serif typefaces in 13 families, (including, of course, ITC Garamond and ITC Garamond Condensed, each in four different styles). There are 27 different sans serifs, including 8 more weights of Sans (an alternate name for Helvetica®). Plus, there are 8 decorative fonts, so essential when creating posters, ads, packaging, and specialty pieces. And 8 script faces, too, from the very traditional Chaucer, which is based on a popular blackletter face from the 16th century, to Vivaldi, an elegant, flowing script that communicates class. From the formal to the casual, the traditional to the boldly new, the selection in the DTC MasterWorks Type Library is simply extraordinary.

TYPE AS THE MASTERS WOULD HAVE DESIGNED IT

All 100 typefaces in the DTC MasterWorks Type Library are in genuine PostScript Type 1 outline format, so you can use them with all your favorite applications. Scale them to any size and alter them to create customized logos and other specialty type designs.

All 100 quality typefaces have been digitized by a professional foundry with over 20 years' experience in digital type. Plus, they are fully hinted, to ensure that they look their best on-screen and at any printed resolution. They come with full international character sets and work with any PostScript language laser printer or type-setter, and with the LaserMAX line of printer controllers and personal typesetters.

The DTC MasterWorks Type Library. Type as the Masters would have designed it. Type that puts more creative publishing power right on your desktop.

**DIGITAL
TYPEFACE
CORPORATION**

A NEW VISION IN TYPE

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DIGITAL™
TYPEFACE
CORPORATION

A NEW VISION IN TYPE

AVAILABLE NOW FOR YOUR MACINTOSH

Boost Your Creativity A Hundred-Fold

100 PostScript®
Typefaces
for \$995



Introducing the Digital Typeface Corporation MasterWorks™ Type Library

When the Basic 35 Are Not Enough

The more you use your desktop publishing system, the more you need TYPE. The basic 35 typefaces that came with your laser printer were fine to begin with, but as your work has grown more sophisticated, you've come to require MORE.

You *could* build your collection gradually, choosing one typeface here and another there, but you'd pay a premium price to do so. Now, however, there's a better way to buy type with the MasterWorks Type Library from Digital Typeface Corporation.

100 MasterWorks For the Price of 20

DTC's MasterWorks Volume 1 is a complete set of 100 first-class typefaces for the introductory price of \$995—about what it would normally cost for just 20 typefaces!

With this single volume, you can expand your type library quickly and affordably. You'll get distinctive

typefaces, like ITC New Baskerville, ITC Garamond, ITC Korinna, and ITC Souvenir. The set also includes premium sans serif families like Eurostile, Flange, and Frugal Sans, plus 9 additional varieties of Sans (our cousin to Helvetica®). Many families come in expanded ranges of weights and styles to provide true typographic flexibility. Plus you get 8 decorative and 8 script faces for specialty applications.

Everything You Need in One Package

All DTC typefaces come fully-hinted to look their best at any level of output resolution. Because they're in PostScript® Type 1 outline format, they work with any PostScript language printer or imagesetter, and with all your favorite Macintosh applications. Volume 1 also comes with appropriate screen bitmaps and our Font Manager utility for easy installation.

Free Type Guide and Poster!

To help you get better acquainted with the DTC MasterWorks Type Library, just call (612) 943-8920.

We'll send you a FREE DTC Type Guide *plus* our four-color poster.

So if you've been stuck at 35 typefaces, now's the time to boost your creativity a hundredfold. Unleash *your* creative power with all 100 typefaces in Volume 1 of the DTC MasterWorks Type Library. Volume 1 of Digital Typeface Corporation's MasterWorks Type Library is now available on the Moonlight Software Publishing label. Call (612) 943-8920, Dept. 922.



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